



JOB CREATION AND MICROENTERPRISE

**“Generating Ideas Leading to Prosperity
and Greater Economic Growth”**

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Generating Ideas Leading to *Prosperity and Greater Economic Growth*

TOPICS OF DISCUSSION:

- ★ The “Entrepreneurial Spirit”
- ★ Economic growth and development through micro-enterprises
- ★ The importance of entrepreneurial training programs
- ★ Providing entrepreneurs the tools needed to operate a successful business
- ★ Growing micro-enterprises into successful businesses
- ★ Financing of micro-enterprises



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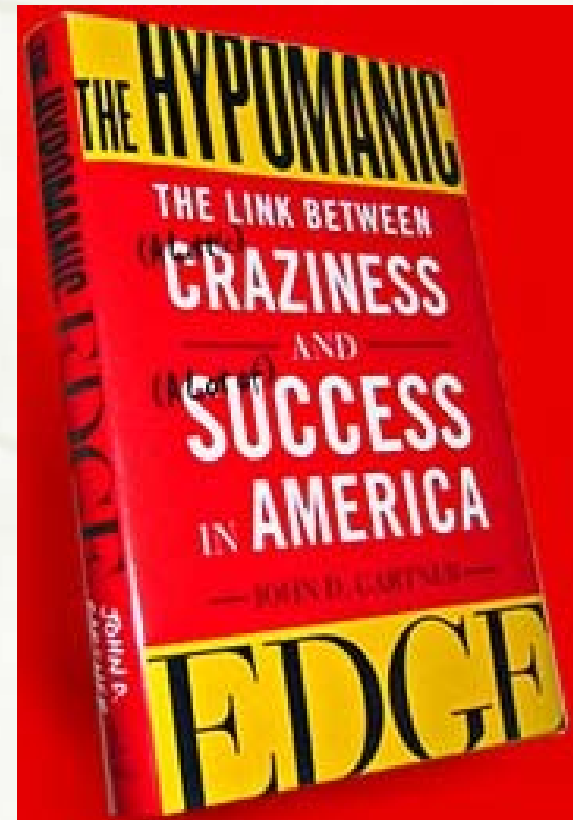
The “Entrepreneurial Spirit”

- ★ Can you identify with the following traits typical of an entrepreneur?
 - ★ Filled with energy
 - ★ Driven, restless and cannot keep still
 - ★ Channels energy into the achievement of grand ambitions
 - ★ Works on little sleep
 - ★ Irritated by minor obstacles
 - ★ A risk taker
 - ★ Feels brilliant, special and destined to change the world

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- ★ John D. Gartner: “*The Link Between a Little Craziness and a Lot of Success in America*”
- ★ Entrepreneurs are a little crazy!
- ★ Example: Craig Venter





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Entrepreneurs Set Themselves Apart from the Competition!

- ★ **It's all in the marketing!**
 - ★ **Leverage Your Contacts**
 - ★ **Cross-Promotion**
- ★ **Be an innovator!**
 - ★ **Most admired companies**
 - ★ **Why?**



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Economic growth and development through micro-enterprises

- ★ **25 million small businesses in the U.S.A.**
- ★ **600 thousand new business start-ups every year!**
- ★ **Do small businesses create jobs and make economic impact? ABSOLUTELY!!!**



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Growing Micro-enterprises Into Successful Businesses

★ **Let's look at some cases:**

★ **ULTIMATE GIFTS: Customer Service**

★ **COMADRE COACHING: Technology**

★ **CRAFTS FROM ARGENTINA: Outsourcing**

★ **PARA TODOS MAGAZINE: Community Involvement**

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- ★ It's all about Customer Service!
- ★ Create WOW! Effect for your Clients
- ★ Relationship Buidling & Networking
- ★ Sell Innovative Ideas not products!

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- ★ Using Technology Tools
- ★ Sell Your Knowledge!
- ★ “Think Outside the Box”
- ★ Be Creative

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- ✦ Outsourcing
- ✦ Importing/Exporting
- ✦ Wholesale
- ✦ Visibility

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- ★ **Community Involvement**
- ★ **Giving Back**
- ★ **Contacts! Contacts! Contacts!**
- ★ **Fun and Exciting!**



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***What Do All These
Businesses Have in
Common?***



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THE INTERNET!

- ★ ***Known as the “Equalizer”***
- ★ ***Helping Microenterprises Compete Globally***
- ★ ***Have you heard of eBay?***
 - ★ ***Anyone can start on online business!***



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The importance of entrepreneurial training programs:

- ✦ **Technical Assistance = the difference between success and failure**
- ✦ **In a global economy we need to stay informed to stay ahead of the competition**

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National Latina Business Women Association

NLBWA-OC proudly presents:

EMERGING LATINAS PROGRAM

"Business Basics 101"

An entrepreneurial training program designed to teach the basic tools needed to operate a successful business!



This six-week program will cover:

- Concept Feasibility
- Strategic Business Planning
- Basic Business Principles
- Legal Aspects
- Business Structure
- Financials & Recordkeeping
- Marketing Plan Development
- Marketing Strategies
- Writing a Business Plan
- Access to Capital and much more!

Program valued at \$1,000 per person includes:

- Six hands-on workshops - All classroom material - Textbooks
- Business plan writing software - Free credit report
- Access to one-on-one business coaching
- Dinner/refreshments at each class - Graduation celebration!

Our signature program will provide entrepreneurial training for members seeking to learn how to start a new business or expand an existing one!

\$\$\$ Don't get left behind! \$\$\$

Join our business grant competition!

Five \$1,000 cash grants

will be awarded to program participants!

Sponsored by:   

In partnership with:

Limited space! Last day to register: Friday, May 26, 2006
Call (714) 724-7762 or email: rsvp@nlbwa-oc.com

Let's take a look at:

***"Emerging
Latinas
Program"***



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Financing of Micro-enterprises:

★ Traditional (bankable)

- ★ Banks Lines
- ★ Loans
- ★ Credit Cards

★ Non-Traditional (non-bankable)

- ★ Non-traditional (non-bankable)
- ★ Micro-credit programs
- ★ Ventura Capital / Equity Sharing
- ★ Private Funding



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QUESTIONS?